

# REPORT OF THE SIGNAGE TEAM

## Purpose

Signage information should help to insure protection of park resources and the safety and quality of visitors' experiences. Visitors to the Santa Monica Mountains encounter a jigsaw puzzle of property boundaries, trail systems and agency regulations, which is compounded by the inconsistent communication of vital information, via signage. The dynamics of multi-agency management over a relatively small geographic area are complicated by the incredible diversity of visitor experience levels, recreational desires and socio-demographics. This team therefore attempted to provide guidance on standardizing the look and feel of signs and providing consistent information to trail users.

## Process

The team reviewed the SMMART Signage Inventory (see Attachment C). This is a partial list of signs currently used by a few of the agencies involved. This report attempted to standardize the “look and feel” of signs and to show existing signage used by various park agencies. Discussions included both the professional and personal experiences of our team members among whom is the SMMNRA Landscape Architect as well as a number of sophisticated park users.

## Context

The signage needs in the National Recreation area are as complex as its visitorship. The park bisects a portion of the greater Los Angeles basin and draws visitors from the entire Southern California area. The diversity of visitor expertise, experience, social customs, literacy, languages, physical ability, etc. is staggering. All park visitors are required to be aware of all regulations pertaining to the jurisdiction they are in, though they often have no means of knowing this requirement, whose jurisdiction it is, how to acquire the information, or when they cross from one jurisdiction into another.

Equally varied can be the signage used by various park agencies with respect to the sign's physical appearance, means of communication, information communicated, physical placement and appearance. The National Park Service uses three classifications of signage: trail, regulatory, and services.

- ***Trail signage*** pertains to the needs of visitors beyond the trailhead.
- ***Regulatory signage*** applies to areas of the Park where visitors gain entry to the Park, to staging areas or to gathering points.
- ***Services signage*** identifies services for the park visitor provided by the managing agency.

## Recommendations

The Team offers the following guidelines for agency consideration:

A thorough analysis of signage is far beyond the scope of this team. However, an analysis should be completed by the park agencies and should include, but not be limited to, the following:

- Inventory of existing signage
- Study of consistent signage conventions
- Coordination of jurisdictions

The general issues pertinent to a consistent signage convention regardless of classifications are:

- the standardization of signage look (type face, font, capitalization, colors, icons, etc.) and feel (materials, dimensions, placement, groupings, etc.);
- posting of multiple signs on one post; and
- avoiding sign pollution and over-signing. .

## Trail Signage

1. Include mileage to significant destination points within reason.
2. Locate signs off-trail at a height determined to be legible for all user groups.

## Regulatory Signage

1. Address appropriate use of the area or facility being posted.
2. Post applicable, general regulations at trail heads, inside kiosks, etc..
3. Post applicable, general regulations at jurisdiction boundaries.
4. Posting of subsequent regulations should only reference changes to those previously cited, i.e., change in use of a trail or campground rules.
5. Post multi-use trails maximum speed limit 15 mph.
6. Communicate regulations by visual symbols or icons.
7. Use written messages for clarification only.
8. Post the minimum regulations required to promote safe use of an area and resource protection.

## Services Identification

1. Comply with American Disabilities Act (ADA) so all users can locate services.
2. Address inconsistencies in “signage policy” and “signage design”.

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## Implementation Recommendations

I-13. Park agencies should carry out a thorough analysis of existing signs to address consistent signage conventions and coordination among jurisdictions.

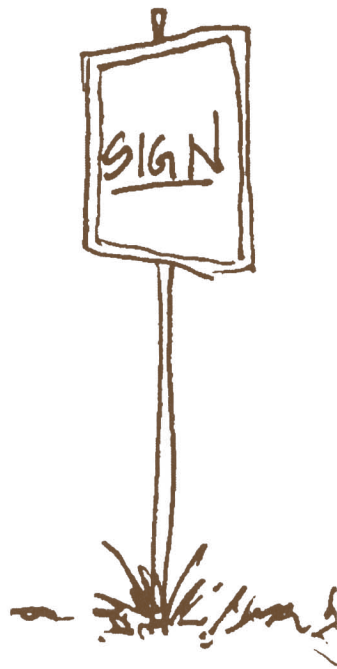
I-14. Park agencies should include recommended elements in their trail, regulatory, and services identification signage

### **Team Members**

*Ruth Gerson*, Santa Monica Mountains Trails Council, ETI Corral 63, Chair; *Brad Childs*, Wildemess Institute; *Daphne Elliot*, Santa Monica Mountains Trails Council; *Woody Smeck*, National Park Service; *Ralph Waycott*.

Attachment C: Inventory of Signage

# S M M A R T SIGNAGE INVENTORY



This is a partial inventory of signs and sign standards. Currently, it only covers signs by Los Angeles County, California State Parks and the National Park Service. We would like to expand this to signs used by other land managers.

# UNIVERSAL ACCESS

National Park Service



**Mobility Impaired**  
**RS-028**  
 Facility accessible to the  
 mobility impaired.  
 (white on blue only)

# HIKING/PEDESTRIAN

National Park Service



Hiking Trail

Los Angeles County



HIKING TRAIL

California State Parks



**Policy:** This sign shall be used to identify a hiking trail.  
**Size:** 3 1/2"x3 1/2", 7"x7", 12"x12", 18"x18", 24"x24"

Attachment C (cont.)

# BICYCLE/NON-BICYCLE TRAILS

## California State Parks



Policy: This sign shall be used to identify a bike trail. Policy: This sign shall be used to prohibit bikes.  
Size: 3 1/2"x3 1/2", 7"x7", 12"x12", 18"x18", 24"x24" Size: 7"x7", 12"x12", 18"x18", 24"x24"

## Los Angeles County

## National Park Service



**BICYCLE TRAIL**



• **Bicycle Trail**

Trail or road for bicycles.

# HORSE/NON-HORSE TRAILS

## California State Parks



Size: 3 1/2"x3 1/2", 7"x7", 12"x12" 18"x18",  
24"x24"



Size: 7"x7", 12"x18", 18"x18", 24"x24"



Size: 7"x7", 12"x8", 18"x18", 24"x24"

## Los Angeles County



**HORSE TRAIL**

## National Park Service



• Horse Trail

Horse riding trail.



Attachment C (cont.)

## STABLES

### Los Angeles County



STABLE

### National Park Service



Stable

Public horse or mule stable.

## (NO) DOGS

### California State Parks



### National Park Service



\* Pets on Leash

Pets are permitted but must be kept under physical restrictive control.

Policy: Use to prohibit pets on trails, except for seeing eye dogs.  
Size 18"x10"



# PROPERTY/BOUNDARY

## California State Parks



**Policy:** Use to remind visitors that they are entering state park property.  
**Location:** Place on hiking trails and other areas where it is not obvious you are entering a State Park.  
**Color:** Black on yellow.  
**Size:** 12"x8", 24"x16"



**Policy:** Use to mark State Park boundaries and advise visitors that all wildlife and  
**Color:** Black on yellow.  
**Size:** 12"x8"



**Policy:** Use to mark State Park boundaries.  
**Color:** Black on yellow.  
**Size:** 3 1/2"x12"



**Policy:** Use to identify State Park property; such as gravel stockpiles and other materials.  
**Size:** 8"x12"



**Policy:** Use in areas where it is necessary to distinguish State Park and private property boundaries.  
**Size:** 15"x10", 24"x18"

Attachment C (cont.)

## CAMPGROUNDS

National Park Service



\* Campground

Public campground (primary symbol), all types of camping.

## CAMPFIRES

National Park Service



\* Campfires

Campfires permitted.

## PARKING

National Park Service



\* Parking

## RESTROOMS

National Park Service



Restrooms

Restrooms for both men and women.



Women's Restroom



Men's Restroom